

ORDER



KLAS

Orders
Order / Rev: 37788
Alt Order #: 08889999
Product Desc: Issue
Estimate: 2280
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Senate Majority PAC
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	6	\$16,100.00	\$13,685.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	6	\$16,100.00	\$13,685.00	0.00
Totals	6	\$16,100.00	\$13,685.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$16,100.00
Market	100%	\$53,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$13,416.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$2,683.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/30/12	11/05/12	Live w/Kelly Live w/Kelly	CM	9-10a	MTWTF--	:30	1	\$1,900.00	LV1	0.00	NM	1	\$1,900.00
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					1	\$1,900.00		0.00			
E 5	8	10/30/12	11/05/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	MTWTF--	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 NEWS NOW AT 4PM & 430PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--		1		\$2,500.00			0.00			
E 6	8	10/30/12	11/05/12	CBS This Morning 7-9a CM	7-9a	MTWTF--	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
				CBS This Morning										
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--		1		\$3,000.00			0.00			
E 7	8	10/30/12	11/05/12	8 News Now 5-630p M-FCM	5-630p	MTWTF--	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
				8 News Now 5-630p M-F										
8 NEWS NOW ROTATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--		1		\$3,000.00			0.00			
N 8	8	10/30/12	11/05/12	8 News Now 5a M-F CM	5-6a	MTWTF--	:30	1	\$2,850.00	LV1	0.00	NM	1	\$2,850.00
				8 News Now 5a M-F										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--		1		\$2,850.00			0.00			
N 9	8	10/30/12	11/05/12	8 News Now 6a M-F CM	6-7a	MTWTF--	:30	1	\$2,850.00	LV1	0.00	NM	1	\$2,850.00
				8 News Now 6a M-F										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--		1		\$2,850.00			0.00			
												Totals	6	\$16,100.00